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Georgia Southern University Signs Exclusive Domestic Licensing Agreement with LRG

OCTOBER 3, 2012

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The Licensing Resource Group (LRG), a trademark management company specializing in collegiate licensing and branding, is pleased to announce that Georgia Southern University has signed an exclusive agreement allowing LRG to represent the university and its domestic licensing program.

Located in Statesboro, Ga., Georgia Southern is a growing university with a growing enrollment of more than 20,000 students from 49 U.S. states and from 103 countries around the world. In 2012, Georgia Southern was named one of the most popular universities in the country based on admissions yield (Tied for seventh with Yale University) by U.S. News and World Report.

The University offers a wide-range of academic opportunities in engineering, healthcare, business, liberal arts and social sciences, information technology and education. Athletically, the Eagles compete in the Southern Conference fielding 15 men's and women's varsity teams. Georgia Southern has a well-recognized history and tradition of athletic achievement and has many unique traditions, making it one of the most interesting and dynamic universities in the South.

LRG has been hired to help maximize exposure opportunities for Georgia Southern branded product as well as assist in the day-to-day management of the university's well-established trademark licensing program. LRG will manage this program regionally from its Winston-Salem, North Carolina location.

"We are thrilled to partner with Georgia Southern University," said Lewis Hardy, president and CEO of LRG. "From the moment you step on campus, you know there is something special about this university and its supporters, and the possibilities for increased brand exposure are exciting. We are truly honored to be working with such a vibrant licensing program."

"As Georgia Southern University has continued to grow in size and reputation, we saw an opportunity to grow our trademark and licensing efforts.

The University has managed its program internally for nearly 30 years and we are excited to take it to the next level," said Connie Palfy, assistant vice president for licensing and administrative affairs. "We have some of the most passionate and die-hard fans and supporters in the country. As Georgia Southern positions itself for future growth, now is the perfect time to extend our brand's reach and to capitalize on an incredible story of tradition and success."

The Licensing Resource Group was founded in May of 1991, and currently represents more than 180 universities, colleges, athletic conferences and special properties nationwide. LRG provides trademark management services that include contract management, merchandising, brand development, information technology, and royalty management from offices in Holland, Michigan; Winston-Salem, North Carolina; Iowa City, Iowa, and Bristol, Rhode Island.